

Sec. 34.66, P. L. & R.

U. S. POSTAGE

**PAID**

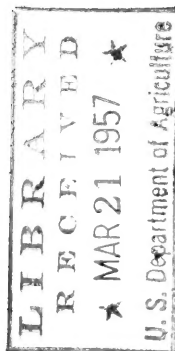
Stoneville, Miss.

Permit No. 2



**Why  
Stoneville  
Cottons**

**are  
Best  
for you!**





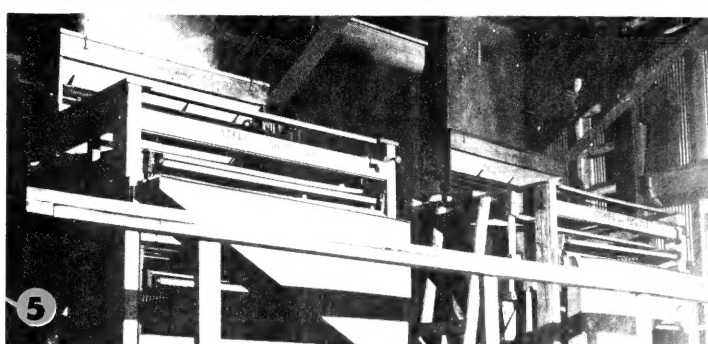
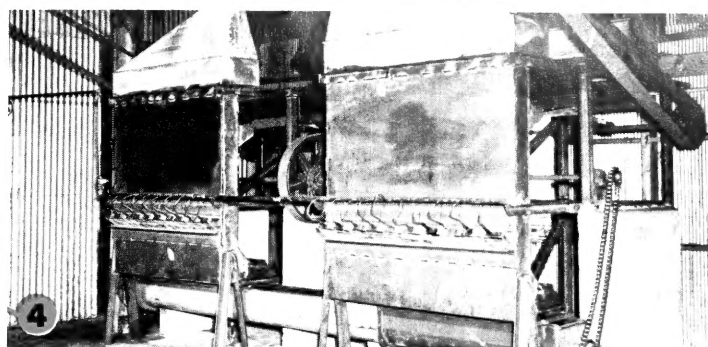
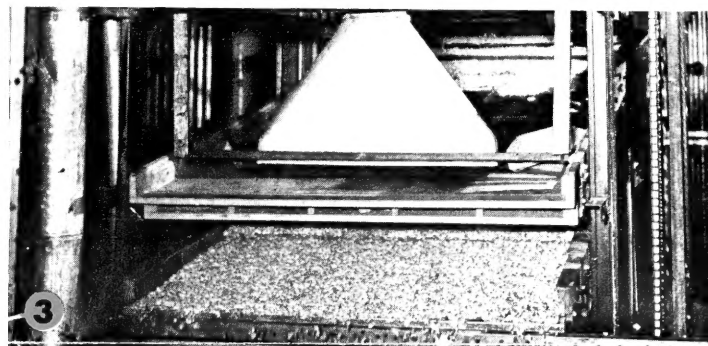
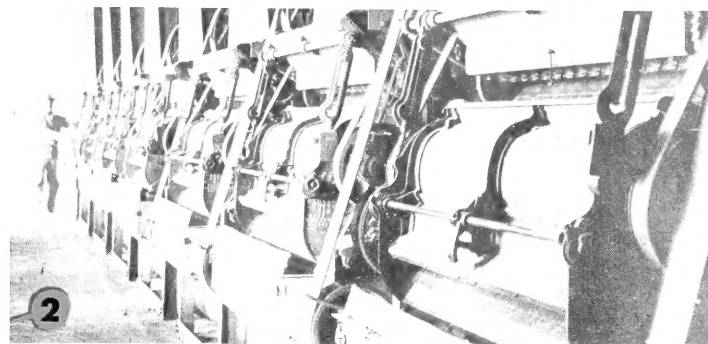
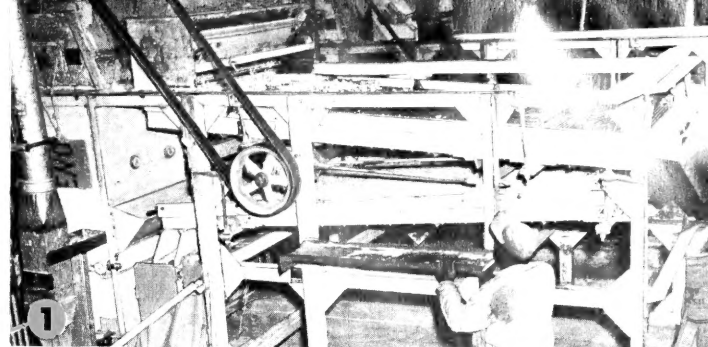
# The Importance of BREEDERS REGISTERED SEED

Just as mechanized farming methods are being advanced through refinements in equipment, so the cotton plant and characteristics are being constantly improved through scientific breeding and research. By modern genetic and plant-breeding techniques, new advances in improving quality, increasing yields, and adapting plants to changing methods, are being made *every year!* BREEDERS REGISTERED SEED are released *directly* from scientifically controlled breeding farms, incorporating ALL the most recently developed refinements. It is your added margin of improvement to insure absolute peak of performance . . . A DIRECT source of the world's most highly developed cottons.



## The High Producing Cotton with **Extra Staple**

1. **MATURITY** . . . medium early.
2. **PLANT TYPE** . . . Sturdy — stands up well, limbs are strong and hold heavy fruit load upright.
3. **LINT PERCENTAGE** . . . (Gin turn-out) . . . usually runs 34-37.
4. **HAND PICKING** . . . Excellent — Big, slightly tapering boll opens well for faster, easier picking.
5. **MACHINE PICKING QUALITIES** . . . Excellent — Seed Cotton does not string out, stays in boll amazingly well for such a big-fluffy boll . . . Even the agitation of machine pickers on rows adjoining the picker head has little or no tendency to knock cotton out, as it does some other cottons. Long fiber is more easily picked up by spindles. These two factors mean *less waste* in field.
6. **STAPLE LENGTH** . . . Usually runs 1-3/32, 1-5/32. (Extra staple is governed to a large measure by area of growth, climatic conditions and proper use of heat at the gin.)
7. **OIL MILL VALUE OF SEED** . . . Highest of any other commercial cottons.



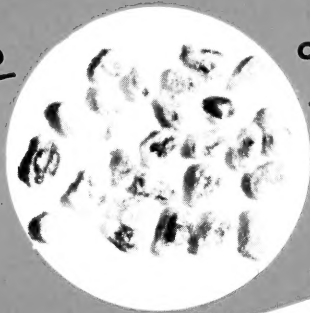


# 6 Steps to "Planter Conditioned Seed"

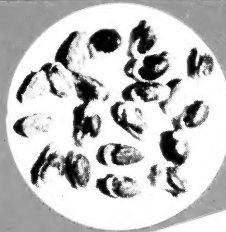
UNDELINTED SEED



ORDINARY DELINTED SEED



FLASH PROCESSED SEED



## ...through Exclusive "Flash Process"

1

**CLEAN SEED** ... is the first essential in processing at Stoneville through our exclusive "FLASH PROCESS." This first cleaning is the first step in giving you MORE sound seed in every bag of Stoneville BREEDERS REGISTERED SEED.

2

**DELINTING** ... ALL BREEDERS REGISTERED SEED are processed through these modern 176 saw delinting machines. These more expensive stands allow looser rolls and "gentler" handling of your planting seed.

3

**SECOND CLEANING** ... After delinting, the seed are cleaned a second time. Normally this is the final stage in preparing planting seed but it's "only the beginning" for Stoneville's FLASH PROCESSED Breeders Registered Seed.

4

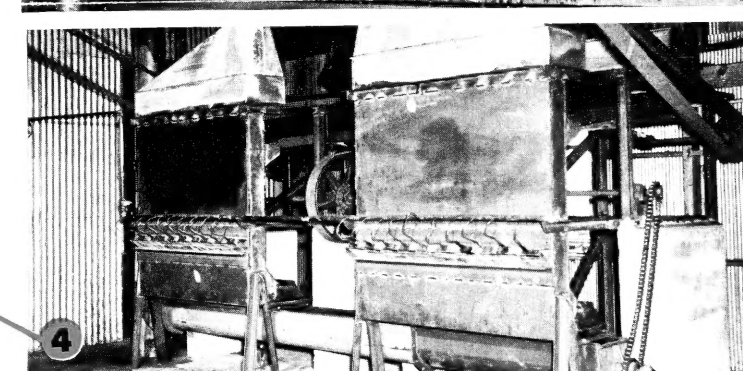
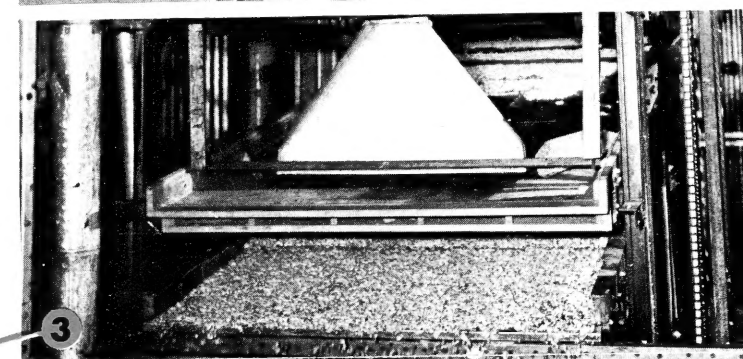
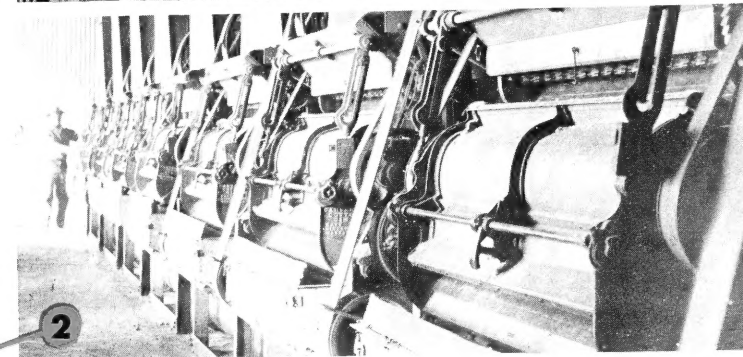
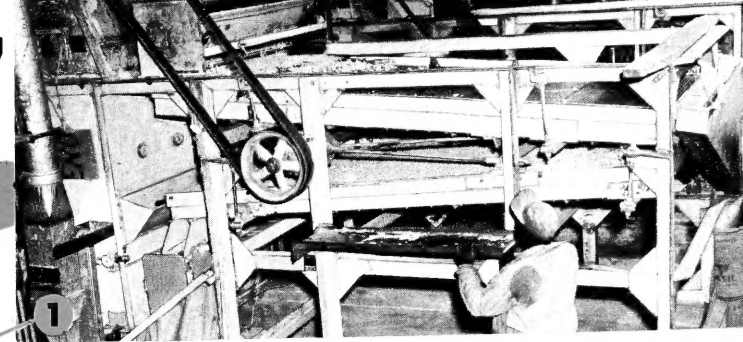
**"IN A FLASH"** ... the last particles of excess lint are removed. The "tabs," which cause seed to cling together and prevent good cleaning, disappear here in the heart of the exclusive FLASH PROCESS. FLASH PROCESSED SEED retain the protection of the linter coating left by the machine delinting—but gain the "cleanability" and "plantability" of slick seed.

5

**THIRD CLEANING** ... STONEVILLE Breeders Registered Seed pass over this battery of SUPER 298 cleaners. The removal of the excess tabs of lint allows the seed to spread evenly over the screens for efficient cleaning out of foreign matter, light immature seed, etc.

6

**HAND PICKED** ... for absolute certainty! The final phase of FLASH PROCESSING is the hand-picking operation. All our seed pass over these endless belts where they undergo a close inspection and any foreign matter or faulty seed are removed. Another reason why you get only the best when you plant BREEDERS REGISTERED "Flash Processed" SEED available only through Stoneville.



**Stoneville** Pedigreed SEED CO.

STONEVILLE, MISSISSIPPI

